GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

MA&UD Department – Andhra Pradesh Capital Region Development Authority – Engaging Brand Ambassadors for Amaravati Capital City – Guidelines – Orders – Issued.

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MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (CRDA)DEPARTMENT

G.O.RT.No. 107 **Dated: 14-02-2025**
Read:

E-office file No.2699230 received from the Commissioner, APCRDA, Vijayawada regarding Proposed Approach & Guidelines for Engaging Amaravati Brand Ambassadors.

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ORDER :

In the circumstances reported by the Commissioner, APCRDA in the reference read above, Government, after careful examination of the matter, hereby issue the following guidelines for Engaging Brand Ambassadors for Amaravati Capital City.

1.0 Introduction :-

The Amaravati, capital city of Andhra Pradesh, is a testament to modern urban planning, sustainability, and cultural heritage. Nestled along the banks of the Krishna River, Amaravati is not just a city but a symbol of resilience, collaboration, and innovation. With its focus on eco-friendly infrastructure, vision to be a green city, with seamless connectivity, and citizen-centric design, Amaravati aspires to set benchmarks for urban development in India.

What makes Amaravati unique is not only its architectural and strategic vision but also the spirit of its people. From farmers, who contributed their lands to individuals who dedicated their skills and efforts, Amaravati's journey has been one of collective growth and contribution.

To elevate Amaravati’s image, it has been considered appropriate to engage “Brand Ambassadors” at levels. This proposal presents the considered approach for identification and nomination of the Brand Ambassadors by the APCRDA, for the Consideration of the Authority/ Govt.

2.0 Modality for Engaging Brand Ambassadors :-

2.1 Qualifying Criteria for the Nomination

The Qualifying criteria for nomination of the exceptional candidates for consideration as the Ambassador, shall satisfy at least one of the three criteria, given below:-

a. Exceptionally high visibility across the Globe on any relevant theme, such as sustainability, development, innovation, community engagement, etc.;

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b. Professional with exceptional domain credentials; and
c. Extra ordinary commitment and participation with local communities/ community pride in the capital region.

2.2 Who Can Nominate

Any nomination for Brand Ambassador for Amaravati shall be received from the Hon'ble Chief Minister of Andhra Pradesh and/or from the office of the Hon'ble Chief Minister of Andhra Pradesh.

2.3 Process of Selection

Once the nomination is received by the APCRDA, it will process to check the compliance with the eligibility criteria, and suitability for appropriate level. Accordingly, qualified and appropriate nominations will appointed by the Commissioner APCRDA, strictly adhering to the guidelines approved by the Government.

2.4 Term of Appointment

Term of themappoint is for a period of One year, extendable further, as considered appropriate by the Authority/ Govt., for further term(s). The Ambassador's role and responsibilities should supplement and complement the image of the APCRDA and the Amaravati Capital City and region, and shall not be other-wise. The APCRDA retains its power to terminate, at its own discretion, without assigning any reason, whatsoever.

3.0 Guiding contours for the role of the Brand Ambassadors

3.1 Promotion of set Vision for the Amaravati

a. Actively communicate the Amaravati’s vision to make it a world- class capital city, emphasizing its focus on innovation, sustainability, and inclusive development;
b. Highlight the significance of the Amaravati project in driving Andhra Pradesh’s economic growth, regional development, and administrative cohesion;
c. Showcase Amaravati as a model of planned urbanisation with smart-city principles, to attract national and international attention for investments.

3.2 Participation and Outreach

a. Upon invitation, participate in conferences, seminars, and workshops related to the development of Amaravati, engaging stakeholders such as investors, and local communities;

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b. Collaborate with educational institutions, cultural organisations, and local leaders to foster community pride and encourage active involvement in Amaravati's development; and

c. Facilitate open dialogues between the government and the public to address concerns and build trust in the project's vision and execution.

3.3 Ethical and Responsible Representation

a. Ensure that all public statements and promotions align with the government's objectives and avoid controversial or misleading claims;

b. Focus on the long-term benefits of Amaravati and refraining from endorsing private interests that conflict with the city's development goals;

c. Represent the diverse aspirations of the citizens, ensuring inclusivity in all communications and engagements;

d. Ensure that the goodwill derived from the association with the CRDA is not exploited for the promotion of any personal or business interests;

e. Refrain from making derogatory remarks against the city, the city authority (CRDA), its officers, members, employees, or other Brand Ambassadors.

f. While Brand Ambassadors may choose to undertake additional roles outside their official duties, such activities must comply with relevant regulations and align with the objectives of the CRDA.

3.4 Leveraging Influence for Awareness

a. Utilize personal and public platforms, such as social media, media interviews, and blogs, to highlight progress, success stories, and opportunities associated with Amaravati's development.
b. Advocate for citizen participation in initiatives such as tree plantation drives, cleanliness campaigns, and other civic activities contributing to the city's growth.

c. Collaborate with influencers, industry leaders, and cultural figures to amplify Amaravati's appeal as an investment hub and cultural centre.

4.0 Commitment to Amaravati's Goals

a. Stay updated on the development phases of Amaravati, including infrastructure projects and policy changes, to provide accurate and timely information to stakeholders.

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b. Regularly visit development sites in Amaravati to witness and share milestones, thereby enhancing credibility and building rapport with the public.

c. Advocate for collaboration among the state government, central government, and private stakeholders to ensure smooth execution and progress of the project.

5.0 APCRDA's support towards ambassador

To enable the appointed Brand Ambassador to effectively perform their role, APCRDA will provide the following support:

a. Comprehensive initial briefing - detailed information on Amaravati's vision, development goals, key infrastructure projects, and strategic objectives;
b. Periodic updates through newsletters and alerts regarding relevant news and developments;
c. Regular conference calls with the Ambassador to discuss key progress and milestones;
d. If APCRDA assigns any specific work/ invite for any meetings, TA/DA as per APCRDA norms will be considered.

2. The Commissioner, Andhra Pradesh Capital Region Development Authority, Vijayawada shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S SURESH KUMAR
PRINICIPAL SECRETARY TO GOVERNMENT

To
The Commissioner, APCRDA. Vijayawada
Copy to :
The PS to Hon'ble Minister(MA&UD)
The PS to Principal Secretary to Govt., MA&UD Department
Sf/Sc.

// FORWARDED :: BY ORDER //
SECTION OFFICER